

ORDER



Orders	Order / Rev:	107060
	Alt Order #:	06856018
	Product Desc:	ROMNEY FOR PRESIDENT
	Estimate:	400
	Flight Dates:	09/26/12 - 10/02/12
	Original Date / Rev:	09/25/12 / 09/27/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Agency	Name:	American Rambler Productions
	Buying Contact:	
	Billing Contact:	
		138 Conant St.
		Beverly, MA 01915

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Romney for President - Revised
	Demographic:	A35+
	Product Codes:	PLC02-Republican
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
Order Separation: 00:05:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/28/12	42	\$29,800.00	\$25,330.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	42	\$29,800.00	\$25,330.00	0.00
Totals	42	\$29,800.00	\$25,330.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Class	Shares	Share	Total
KSNV		28%	\$29,800.00
Market		100%	\$106,428.57

Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$27,671.43
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$21,285.71
KTUD	1%	\$1,064.29
KVVU	20%	\$21,285.71
KVWB	0%	\$0.00
LV1	0%	\$0.00
LINKWN	5%	\$5,321.43

Order / Rev: 107060
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 Flight Dates: 09/26/12 - 10/02/12

Advertiser: Romney for President
 Product Desc: ROMNEY FOR PRESIDENT
 Estimate: 400

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/26/12	09/28/12	M-F 6-7a WakeUp w/Wagners		6-7a	--WTF--	:30	4	\$650.00	1	0.00	NM	4	\$2,600.00
WAKE W/WAGNR S2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12 09/30/12 --WTF-- 4 \$650.00 0.00															
E 3	KSNV	09/26/12	09/28/12	Today Show	CM	658a-9am	--WTF--	:30	4	\$850.00	1	0.00	NM	4	\$3,400.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12 09/30/12 --WTF-- 4 \$850.00 0.00															
E 7	KSNV	09/26/12	09/28/12	M-F Today Show III 4th BM		10am-11am	--WTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12 09/30/12 --WTF-- 2 \$325.00 0.00															
E 9	KSNV	09/26/12	09/28/12	Rachael Ray	CM	11am-12pm	--WTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12 09/30/12 --WTF-- 2 \$325.00 0.00															
E 11	KSNV	09/26/12	09/28/12	Noon News	CM	12-1230pm	--WTF--	:30	2	\$425.00	1	0.00	NM	2	\$850.00
NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12 09/30/12 --WTF-- 2 \$425.00 0.00															
E 13	KSNV	09/26/12	09/28/12	Days of our Lives	CM	1258p-2pm	--WTF--	:30	2	\$425.00	1	0.00	NM	2	\$850.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12 09/30/12 --WTF-- 2 \$425.00 0.00															
E 15	KSNV	09/26/12	09/28/12	The Doctors	CM	2pm-3pm	--WTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12 09/30/12 --WTF-- 2 \$325.00 0.00															
E 17	KSNV	09/26/12	09/28/12	Dr. Phil	CM	3-4p	--WTF--	:30	2	\$450.00	1	0.00	NM	2	\$900.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12 09/30/12 --WTF-- 2 \$450.00 0.00															
E 18	KSNV	09/26/12	09/28/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	--WTF--	:30	2	\$600.00	1	0.00	NM	2	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12 09/30/12 --WTF-- 2 \$600.00 0.00															
E 21	KSNV	09/26/12	09/28/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	--WTF--	:30	.4	\$700.00	1	0.00	NM	4	\$2,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12 09/30/12 --WTF-- 4 \$700.00 0.00															
E 22	KSNV	09/26/12	09/28/12	M-F Early News	CM	5-630p	--WTF--	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
NEWS AT 5P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12 09/30/12 --WTF-- 4 \$1,000.00 0.00															
E 24	KSNV	09/26/12	09/28/12	M-F Jeopardy	CM	630-7pm	--WTF--	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12 09/30/12 --WTF-- 4 \$1,000.00 0.00															
E 27	KSNV	09/26/12	09/28/12		CM	7-730pm	--WTF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Wheel															
M-F Wheel of Fortune															
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	--WTF--		2			\$1,000.00		0.00				
E 29	KSNV	09/26/12	09/28/12	M-F News 3 at Eleven	CM	11pm-1135pm	--WTF--	:30	4	\$1,100.00	1	0.00	NM	4	\$4,400.00
M-F News 3 at Eleven															
11P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	--WTF--		4			\$1,100.00		0.00				
E 31	KSNV	09/26/12	09/28/12	The Tonight Show	CM	1135p-1237a	--WTF--	:30	2	\$425.00	1	0.00	NM	2	\$850.00
Tonight Show															
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	--WTF--		2			\$425.00		0.00				
													Totals		
													42 \$29,800.00		